



Coeur et Sol Urban Farms LLC

East Orange, New Jersey

Our small business development is guided by our desire to help feed, educate, and enrich urban ecosystems with locally sourced agriculture grown organically. Coeur et Sol Farms and gardens are spaces where we hope to connect food, community, and sustainability by applying market gardening principles.

at a glance

- Founded in August 2017
- Supply over 10 local restaurants & caterers
- Two local Farmers' Markets in the 2018 season
- 10 member Winter CSA & 14 member Spring/Summer CSA in 2018
- \$40,000 in revenue in first year of business with initial capital investment of \$8,000



what we grow

- microgreens
- baby leaf greens
- root crops
- cut flowers
- solanaceae
- cucurbitaceae



start up considerations

- market demand
- personal farming experience
- business/entrepreneurial skills
- initial investments (not just \$\$\$, but time and physical labor)
- access to water
- local government
- social media/effective marketing strategy

business beyond farming

- Coeur et Sol is more than a farm. Through necessity, we have developed strategic business relationships with countless other small scale NJ and NYC growers and food-preneurs and now distribute for them B2B and Direct to Consumer.
- Renting out space in our farm lot for other local urban farmers to utilize to launch their business.
- Hosting community events at our urban farm space.
- Hosting classes and talks about urban farming.
- Utilizing social media influencing to generate additional income.



Coeur et Sol Urban Farms
 ESSEX COUNTY, NEW JERSEY
CHELSEA M. S. HERNANDEZ
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